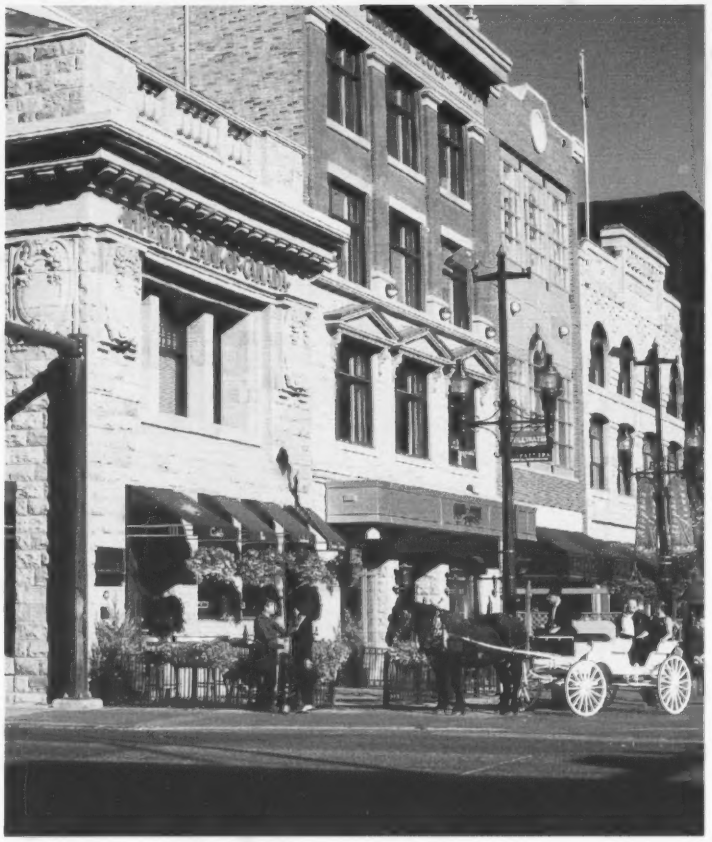

INDUSTRY PROFILES

Retail Trade Industry

June 2013

Alberta

Overview:

The Retail Trade industry[1] in Alberta includes two types of retailers:

- stores that attract walk-in customers for products and related services; and
- non-store retailers who reach customers and market merchandise via other methods (i.e. infomercials, direct-response advertising, traditional and electronic catalogues, in-home demonstrations and vending machines).

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2. Industry's Growth
3. Facts, Trends and Outlook
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[1] North American Industry Classification System (NAICS) major groups 44 and 45

Section A: Business Environment

1. 2012 Employment and Unemployment Numbers and Rates:

	Alberta	Retail Trade Industry
Number of employed	2,149,600	239,900
Percent employed in the industry		11.2%
Number of unemployed	103,800	8,900
Unemployment rate	4.6%	3.6%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2013

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry's Growth:

- This industry accounted for 11.2% of total employment in Alberta in 2012.
- Employment in the Retail Trade industry is expected to grow at an average rate of 1.7% from 2011 to 2015.
- This industry is expected to account for 11.2% of total employment in Alberta in 2015.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2011 – 2015, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

[2] See http://www.eae.alberta.ca/lmi
[3] See: http://www.statcan.gc.ca
[4] See http://eae.alberta.ca/labour-and-immigration/labour-market-information/labour-market-forecasts.aspx
[5] See http://www.alis.alberta.ca

3. Facts, Trends and Outlook:

According to Statistics Canada's National Economic Accounts, the Retail Trade industry accounted for 5.3% of Alberta's Gross Domestic Product in 2011, up from 4.2% in 2001. This industry had the highest employment and its share of Alberta's total employment was 11.2% in 2012, the same as in 2002.

Employment in 2012 was 3.7% higher than its level in 2011. Over the last ten years, employment (the total number of employees and self-employed people) increased from 187,700 people in 2002 to 239,900 people in 2012. Data on the number of employees and self-employed people were not available for this industry. However, for Trade as whole (wholesale and retail), there were 295,900 employees of whom 91.8% were permanent and 8.2% were temporary. Self-employed people accounted for 8.2% of total employment in Trade in 2012.

Characteristic	Alberta	Trade*
Median Retirement Age (years)	63.7	65.0
Average Number of Hours Worked per Week	38.2	34.8
Multiple Jobholders (% of total employment)	5.7%	4.9%
Average Job Tenure (months)	88.8	71.4
Employees Under Union Coverage (%)	23.5%	11.9%
Employees Working Overtime per Week (%)	26.0%	18.5%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2013, and custom tabulation (median retirement age)

* Both Wholesale and Retail Trade are included.

Note: The percentage of multiple jobholders in Alberta is obtained by dividing the number of multiple jobholders in Alberta by total employment in Alberta. The percentage of multiple jobholders in the industry is obtained by dividing the number of multiple jobholders in the industry by total employment in the industry. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week.

According to *Alberta Occupational Demand Outlook 2012-2016*[6], employment growth in the following occupations is expected to be less than 2.4%, the average for all occupations: Managers in retail

[6] See http://eae.alberta.ca/labour-and-immigration/labour-market-information/labour-market-forecasts.aspx

trade; and Retail salesperson and sales clerk. Growth in the Cashiers occupation is expected to be above this average.

4. Size of Businesses in Alberta and the Industry:

Establishment Size	Businesses in Alberta		Businesses in Trade*	
	Number of Employees	%**	Number of Employees	%
Less than 20 employees	633,200	35.1%	114,200	38.6%
20 to 99 employees	634,600	35.2%	118,800	40.1%
100 to 500 employees	342,100	19.0%	56,800	19.2%
Over 500 employees	194,400	10.8%	6,200	2.1%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2013

* Both Wholesale and Retail Trade are included.

** Percentages may not add to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the combined industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations that can be found in the Retail Trade industry include:

- cashier;
- direct distributor;
- optician;
- pharmacist; and
- retail store manager.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[7] website.

2. Demographics: Gender and Age:

According to the Labour Force Survey, the gender breakdown in the Retail Trade industry in 2012 was as follows:

- women employed: 130,900 people, or 54.6%
- men employed: 109,000 people, or 45.4%

In Alberta, women accounted for 44.8% and men made up 55.2% of total employment.

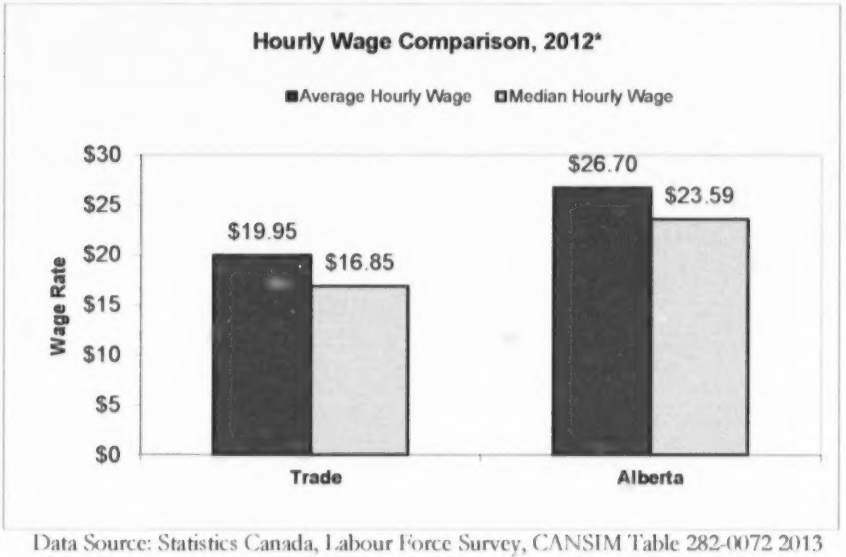
Age Characteristics	Employment in Alberta		Employment in Retail Trade	
	Number	%	Number	%*
15-24 years	315,500	14.7%	71,400	29.8%
25-54 years	1,458,300	67.8%	127,100	53.0%
55 years and over	375,800	17.5%	41,400	17.3%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2013

* Percentages may not add up to 100 due to rounding.

[7] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072 2013
* The hourly wages for the industry are for Trade (wholesale and Retail combined).
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Pharmacist	$ 44.98	$ 49.76	$ 56.42	$ 85,972
Retail trade manager	$ 22.46	$ 28.14	$ 34.37	$ 59,804
Optician	$ 12.59	$ 16.98	$ 24.32	$ 34,002
Retail salesperson and sales clerk	$ 10.95	$ 14.24	$ 19.69	$ 22,968

Data Source: 2011 Alberta Wage and Salary Survey

For more information on the 2011 Alberta Wage and salary Survey, refer to the WAGEinfo[8] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Retail Trade industry, visit the ALIS[9] website.

[8] See http://www.alis.alberta.ca/wageinfo
[9] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Selected Associations in Industry:

- Retail Council of Canada
  (http://www.retailcouncil.org)
- Motor Dealers' Association of Alberta
  (http://www.mdaalberta.com)
- Alberta Pharmacists' Association
  (http://www.rxa.ca)
- Canadian Federation of Independent Business
  (http://www.cfib.ca)